

PUBLIC INFORMATION AND COMMUNICATION SERVICES NIH – TASK ORDER

RFTOP# 46 TITLE: DEVELOPMENT OF THE NIDCD INTRANET

PART I – REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

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Proposal Address:
6011 Executive Blvd., Rm. 529S
Rockville, MD 20892-7663

Billing Address:
Accounts Payable, OFM, NIH
Bldg. 31, Room B1B39
Bethesda, MD 20892-2045

B. PERIOD OF PERFORMANCE: One year from award date plus two one-year options. Target award date is February 21, 2002. The redesign shall be completed within the first year. Option years shall feature a tapering of contractor support.

C. PRICING METHOD: Firm Fixed Price. Firms shall submit a single price for the successful execution of this task. Firms may choose to submit an included number of hours but these hours should be sufficient to complete the task with reasonable contingencies. Currently funding is limited to \$85,000. If, in the opinion of the firm, this amount is insufficient to complete the required work or if significant improvement is available from additional funding, firms are requested to detail how available funds would be best spent, the amount and purpose of additional funds and any inefficiencies inherent in staging the project.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, "RFTOP#46- Proposal." A signed task order form (last page of the RFTOP) will be requested later. NIDCD envisions that proposals will be about 10 pages in length.

E. RESPONSE DUE DATE: February 4, 2002 at 3:00 PM local time.

F. TASK DESCRIPTION

The National Institute on Deafness and Other Communication Disorders (NIDCD) is seeking an organization to develop, maintain and enhance the NIDCD Intranet site. The Contractor will provide continuing technical support, maintenance and development services for the NIDCD Intranet.

Background:

Established in 1988, NIDCD is mandated to conduct and support biomedical and behavioral research and research training in the normal and disordered processes of hearing, balance, smell, taste, voice, speech, and language. The Institute also conducts and supports research and research training related to disease prevention and health promotion; addresses special biomedical and behavioral problems associated with people who have communication impairments or disorders; and supports efforts to create devices which substitute for lost and impaired sensory and communication function.

It is estimated that more than 46 million people in the United States suffer some form of disordered communication. NIDCD has focused national attention on disorders of human communication and has contributed to advances in biomedical and behavioral research that will improve the lives of millions of individuals with communication disorders. NIDCD has made important contributions to the body of knowledge needed to help those who experience communication disorders and to advance research in all aspects of human communication.

NIDCD accomplishes its mandate through the Division of Intramural Research, which conducts research in laboratories at the NIH, and the Extramural Research Program, a program of research grants, career development awards, individual and institutional research training awards, center grants, and contracts to public and private research institutions and organizations. As a whole, the Institute supports and conducts approximately 600 research projects. The Institute also conducts and supports research and research training in disease prevention and health promotion and the special biomedical and behavioral problems associated with people having communication impairments and disorders.

NIDCD's extramural grant portfolio demonstrates a balance of basic and clinical research. The intramural research program spans a variety of topics, including, but not limited to, the development of a vaccine against otitis media, the identification and characterization of genes responsible for hereditary hearing impairment, genes associated with neoplasms affecting human communication, and treatment of voice disorders.

Project Objectives

The Contractor will be responsible for assessing, developing/designing and supporting the NIDCD Intranet (<http://Intranet.nidcd.nih.gov/>) that is being developed for NIDCD employees. The current Intranet prototype includes links to news and events; human resources; computer resources; diversity and equal employment opportunity (EEO); and divisions and offices. The prototype site was developed under the auspices of the NIDCD Intranet Committee, and has not yet been made available to the Institute staff. The Contractor will evaluate the prototype and use this as a basis to make recommendations for designing a new prototype. the Project Officer/Intranet Manager. Specific objectives include the following:

- To identify applications and information that would be useful to NIDCD employees which would be appropriate for the Intranet.

- To develop a well-designed, accessible, consistent user interface for the NIDCD Intranet.
- To develop guidelines for the Intranet including standard operating procedures and interactive links to NIH web pages.
- To develop and implement a Security Plan for the NIDCD Intranet. This would include determining if different levels of security would be required for the various sections and applications/work flow processes that may be included on the site.
- To ensure the site's compliance with the DHHS 508 Accessibility Standards.

Scope of Work:

Independently, and not as an agent of the government, the Contractor shall provide all necessary labor, supervision, materials, supplies, equipment and services (except as otherwise specified) and perform the work described below. The NIDCD will own the artwork (graphic elements) and code written for the NIDCD Intranet. All images, graphics, text and media will need to be named, stored and shared in a central location.

Technical Requirements:

The Contractor, in conjunction with the Project Officer/Intranet Manager, shall develop a redevelopment plan that should contain enough information and detail to accurately describe the project for the Project Officer/Intranet Manager and NIDCD Intranet Committee members. This plan should outline the project phases, the project team, the schedule, budget and deliverables, and implementation of the plan.

The Project Officer/Intranet Manager, with assistance from the Contractor, shall create a content outline that lists the hierarchy and importance of key sections. The Contractor shall work with the Project Officer/Intranet Manager to determine how the site should be organized based on guidelines and preferences previously established by the NIDCD Intranet Committee and those established by other NIH and private industry sites. Together they will resolve issues surrounding style, design, navigation, functionality, and content specifications. This collaboration may lead to inclusion of *existing* applications and databases or may identify the need to create *new* ones. The Contractor will be responsible for developing the applications, including programming, that are identified. In addition, the Contractor will assist the Project Officer/Intranet Manager to locate existing information, revise existing content, and write new content.

The Contractor shall write, re-write and/or edit materials for the Intranet and work with the Project Officer/Intranet Manager to ensure that the content style is appropriate for the Intranet. The contractor shall create a content delivery plan which outlines each page or section in a phase delivery process, whether it be existing, revamped, or new content. The content delivery plan should include at least the following information: Primary content (text, images, media, marketing messages), secondary content (forms and search keywords if applicable), and production-specific content or invisible content (meta tags, alt tags, title tags, etc.).

The Contractor shall design a site map that shows a high level view of the site, and should show main areas of content and a representation of all HTML pages and dynamic or database-driven areas within each section. The site map should be based on the content outline.

The Contractor shall develop a client-staging site, which will serve as the central communication area for the entire project. The project site should be a password-protected site containing sections for administration (contact information, approved documentation, schedules and updates, deliverables and task schedules, etc.), design (screen schematics, comps, illustrations, etc.) and projection (prototype click-throughs, working HTML demos, etc.).

The contractor shall develop screen schematics or page schematics to outline content, navigation and basic functionality. Schematics should be completed for all main, secondary and template screens that contain similar content, placement and layout. The screen schematics should include as least primary and secondary navigation and main areas of content and functional details of the screen, showing rough navigation, copy layout, graphic allocation, key headers and other elements that might appear on a screen.

To determine whether navigation, naming and labeling are working, the contractor shall use a paper-based click through of the site. The contractor will test the screen schematics in front of possible users (NIDCD staff members) to get feedback on naming and labeling, navigation and general content layout. (This is not full scale usability testing.) The contractor shall address the users ability to perform a task, how they will move around on the site, and implement any changes resulting from the testing.

The Contractor will be able to create, maintain and distribute information using the World Wide Web. This will include the ability to:

- Convert documents from WordPerfect, Word, ASCII, Excel, Lotus and other software into language for the NIDCD Intranet (i.e., HTML, XML, etc), establishing appropriate links between and within documents.
- Convert images, audio, or video for Internet access.
- Develop new web pages that comply with Section 508 guidelines, a regulation that states that web sites of federal agencies must be accessible to individuals with disabilities.
- Develop new web pages using principles of good web design, including but not limited to the principles outlined at <http://www.usability.gov>
- Design new graphics or icons that can complement the content of the NIDCD Intranet.
- Conduct usability testing and consulting for the Intranet redesign and occasionally for new content or applications as requested.
- Prepare an analysis of content management software to help NIDCD determine the need to purchase necessary software.

- Make recommendation for the purchase of web-related hardware, software, and services on an as-needed basis.

General Oversight and Maintenance of the Intranet

The Contractor shall prepare a technical briefing that outlines the desired technology and how it will be applied to the site, as well as a plan for scalability and growth of the site. Network/server support will be provided by the NIDCD. The Contractor will be responsible to ensure that the Intranet has adequate software and training support. The Contractor will discuss maintenance needs with the Project Officer/Intranet Manager and purchase of web-related hardware, software, and services on an as-needed basis to ensure that the Intranet is secure and up-to-date.

NIDCD's key concerns relate to maintaining the quality of the Intranet. The Contractor will develop and implement a Security Plan and Quality Assurance Plan. The Contractor will be able to conduct NIDCD Intranet vulnerability assessments, vulnerability remediation plans, and other activities to ensure the security of the data on the Intranet.

The Quality Assurance Plan will indicate the frequency of checking the site for broken links and outdated content. In addition, the Quality Assurance Plan will address the process by which the Contractor will ensure any content written for the NIDCD Intranet is accurate and appropriate.

The Contractor will be able to provide usability services to validate the need for additional NIDCD Intranet features, to advise and educate NIDCD personnel on usability and accessibility principles, and to re-test the Intranet. The NIDCD wants to ensure that the site continues to meet NIH standards for usability and the Federal requirements for accessibility.

In addition, the Contractor must be able to provide graphic design services to develop new artwork for the NIDCD Intranet as necessary. Proposals should indicate the experience of the graphic design professionals and include examples of their work on NIH Intranets or other web sites.

Reporting Schedule

The Contractor shall maintain regular contact with the NIDCD Project Officer/Intranet Manager (or designee) during the term of this task order through meetings, telephone conversations, and written communication.

The Contractor will present an Intranet Development Plan to the Project Officer/Intranet Manager within 2 months of the contract award. The proposed plan will include a defined color palette and graphical elements, a proposed architecture, and templates for each level of the Intranet. In addition, the Contractor will provide a detailed security plan for the NIDCD Intranet so that the information is not accessible to the public. The Contractor will be responsible for posting the new, secure NIDCD Intranet within 5 months of the effective date of the contract.

The Contractor shall develop a project management work plan with key deliverables outlined. This will include maintaining an up-to-date organization chart and a listing of assigned staff and their roles, with backup staff indicated.

A. Bi-weekly Meetings

The Contractor will attend bi-weekly status meetings and be prepared to summarize progress on the tasks outlined in the Statement of Work, outstanding tasks, as well as major problems encountered. The Contractor is responsible for documenting these meetings and providing action items for each meeting to the NIDCD project manager.

B. Monthly Report

A monthly report will list the Contractor's accomplishments for that month. It will also outline difficulties that arose and steps taken to solve the problem or a proposed solution. NIDCD and the Contractor will decide which server log data (user metrics) to collect and monitor over time. This information will also be included in the monthly report and simultaneously posted on the NIDCD Intranet. The first report will cover the first full calendar month following the effective date of the contract and any fractional part of the month. Reports shall be due on or before the tenth (10th) calendar day following the end of the reporting period. A monthly progress report is not due when the annual report is due.

C. Monthly Invoice

The Contractor will provide a monthly invoice that summarizes the funds and hours expended for all staff on this contract. The invoice for the preceding month will be sent to the NIDCD Project Officer/Intranet Manager no later than COB on the 5th business day of each month.

D. Annual Report

The Contractor will submit an annual report that describes the accomplishments of the previous contract year. It will contain an overview followed by sections reporting on each major task area. The report will also include user metrics (i.e., number of hits, number of views, most frequently viewed pages, etc.) and trends for both the public site and the Intranet. In the final section of the report, the Contractor shall analyze the activities and recommend future directions for the NIDCD Intranet. The Annual Report will cover 12 calendar months and will be submitted on or before the 30th calendar day following the end of the reporting period.

Period of Performance:

One year from award date. Target award date is February 21, 2002.

Place Of Performance:

Most project-related activities will take place at the Contractor's facilities. Meetings, interviews, training sessions, and other activities that involve NIDCD personnel will take place at NIDCD offices at 6120 Executive Boulevard, Rockville, MD or on the NIH Campus in Bethesda, MD. Usability consulting may take place in 3rd party locations if necessary.

Clearances:

All usability testing will be conducted in accordance with OMB regulations, if required.

G. EVALUATION CRITERIA

Technical/Management Approach

Contractors are to provide a written proposal demonstrating an understanding of the task order requirements through a comprehensive description of the proposed approach, and the scheduling and assignment of tasks to experienced personnel.

The contractor shall summarize the relevant experience and skills of each of the individuals proposed for the task order and subcontractor staff, if applicable. The summaries shall not exceed a quarter page. The summaries should highlight experience such as user interface design, web production and technology, evaluation design and methodology, experience with the proposed technical approach and experience designing, building, testing evaluating, maintaining web sites, especially health-related web sites. These summaries are in lieu of full-length resumes.

Corporate Experience

Contractors are to provide quarter page descriptions of no more than four projects demonstrating the contractor's ability to execute the proposed technical approach and/or the contractor's experience with web design.

Cost/Price

While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

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Part II – CONTRACTOR’S REPLY

Task Order# NICS-46 CONTRACT #263-02-D-0 _____

Contractor:

Points of Contact:

Phone-

FAX-

Address:

TOTAL ESTIMATED COST:

Pricing Method: FFP

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS AND HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference# _____

Appropriations Data: _____
(Attach Obligating Document if an ROC will not be used)

RECOMMENDED: _____
Fax # Signature – Project Officer Date

APPROVED: _____
Fax# Signature – Contracting Officer Date

NIH APPROVAL –

Contractor shall not exceed the task order amount without the written approval of the contracting officer & PICS Coordinator

APPROVED: _____
Signature – Anthony M. Revenis, J.D., NIH-PICS Coordinator Date